



The National Arbor Day Foundation®

211 N 12th Street • Lincoln, NE 68508 • 402-474-5655 • www.arborday.org

We help people plant and care for trees...

Think of the enclosed "Storm Recovery -- Trees" file as your emergency medical kit for your community's trees.

Please put it to use immediately should the need arise as the result of a tree-damaging wind, ice, or snow storm.

Your newspaper's quick use of the materials in this kit could prove to be a true lifesaver for your town's trees.

Dear Editor,

Let me tell you a personal story that relates to your newspaper and this kit.

Recently, fall came very late to the area where I live. There had not been a killing freeze well into late October. Every leaf was on the trees.

Then one night we got thirteen inches of wet snow. The weight of the snow on the trees caused incredible devastation. Huge tree limbs were broken everywhere. Trees young and old suffered damage from minor to catastrophic.

When I woke up the next morning, the power was out all over town. But the local newspaper was on my front step.

Also, when I awoke I could hear chain saws up and down the street. That day, and in the days that followed, there was a tremendous amount of tree damage caused by people who just didn't know better. Many trees that could have been pruned and restored to health were cut down instead. Fly-by-night operators calling themselves arborists knocked on people's doors to offer to cut down "dangerous" trees. Also, some truly dangerous broken limbs hanging in the trees over sidewalks were neglected.

Local newspapers, arborists, and urban foresters tried valiantly to provide the public with information on how to care for their trees following the storm. The Arbor Day Foundation tried to assist.

Unfortunately we were not as prepared as we should have been to provide the public the tree-care information

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they needed when they needed it. It took some time ... too long .. to create the highly visual descriptive information that was necessary to help homeowners know how to deal with their storm-damaged trees.

Because we didn't have the materials we needed at hand, many valuable and venerable trees in our city were needlessly damaged. Despite a herculean response by the city government and local citizens, our city forest would be better today if the local newspapers would have been armed with better information when it was needed most -- immediately following the storm.

In response to this need, The National Arbor Day Foundation, with the assistance and support of the USDA Forest Service and the International Society of Arboriculture, has created the enclosed "Storm Recovery -- Trees" media kit.

Your newspaper's use of these materials following a tree-damaging storm will be an invaluable service to your readers and to your community, a service that no one else can provide.

Thank you.

Best regards,

A handwritten signature in dark ink, appearing to read "John Rosenow", with a long, sweeping horizontal line extending to the right.

John Rosenow
President

JR/kaw

P.S. Since tree damage can be similar from wind or snow or ice storms, this information applies to most types of storm damage, in all areas of the country. Your use of it when it is needed could be a lifesaver for your area's trees.